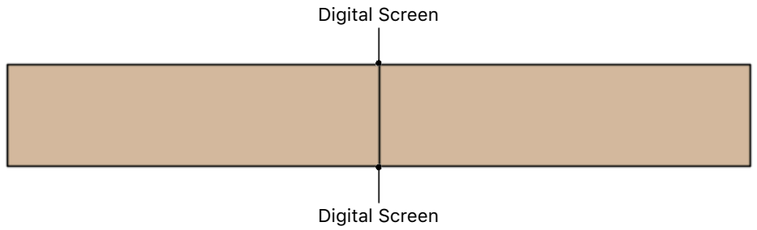
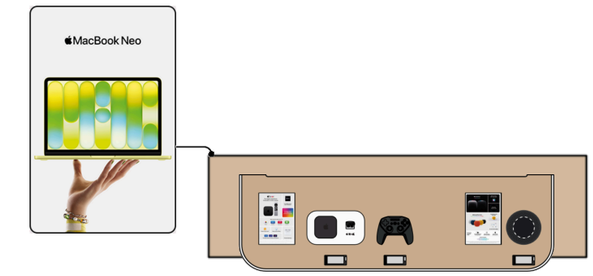
UPDATED



GPF73 • MacBook Neo



Flex Wall • Apple TV • with HomePod • BBY • USA

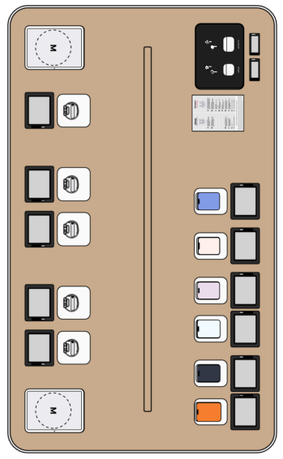


Table • 1.85m • iPhone + Watch • BBY • USA

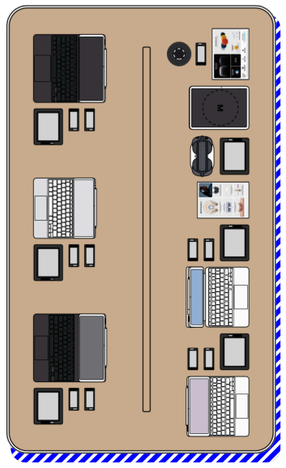


Table • 1.85m • iPad + AirPods Max + HomePod mini • BBY • USA

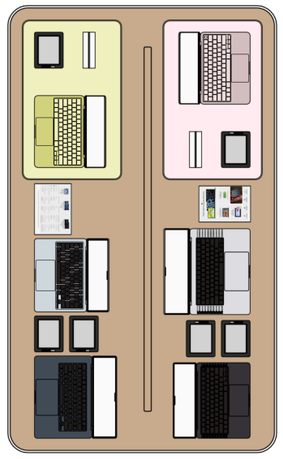


Table • 1.85m • Notebooks • BBY • USA

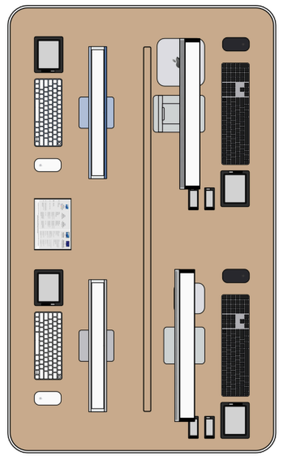


Table • 1.85m • Desktops • BBY • USA

Merchandising Element Summary - New

Demo Products

Product	Qty
AirPods Max 2 (midnight) E20	1

Ancillary Items

Item	Image	Qty
AirPods Max Security Cable Puck Locator (914-07308-05)		1
AirPods Spudger (818-05437)		1
Ear Cup Adhesive (946-20876-CH)		1
Puck Security Cable Adhesive - AirPods (946-8929-A)		1

Graphics

Item	Image	Qty
A5 Vertical AirPods Max Sign (Features)		1

Merchandising Element Summary - Remove

Demo Products

Product	Qty
AirPods Max (midnight) E10	1

Ancillary Items

Item	Image	Qty

Graphics

Item	Image	Qty
A5 Vertical AirPods Max Sign (Features)		1

Apple Shop 3.0 • Table • 1.85m • Desktops • BBY • USA

NEW | *MOVE*

Mac Studio
silver
(M17)

Magic Keyboard with Touch ID and Numeric Keypad
silver/black

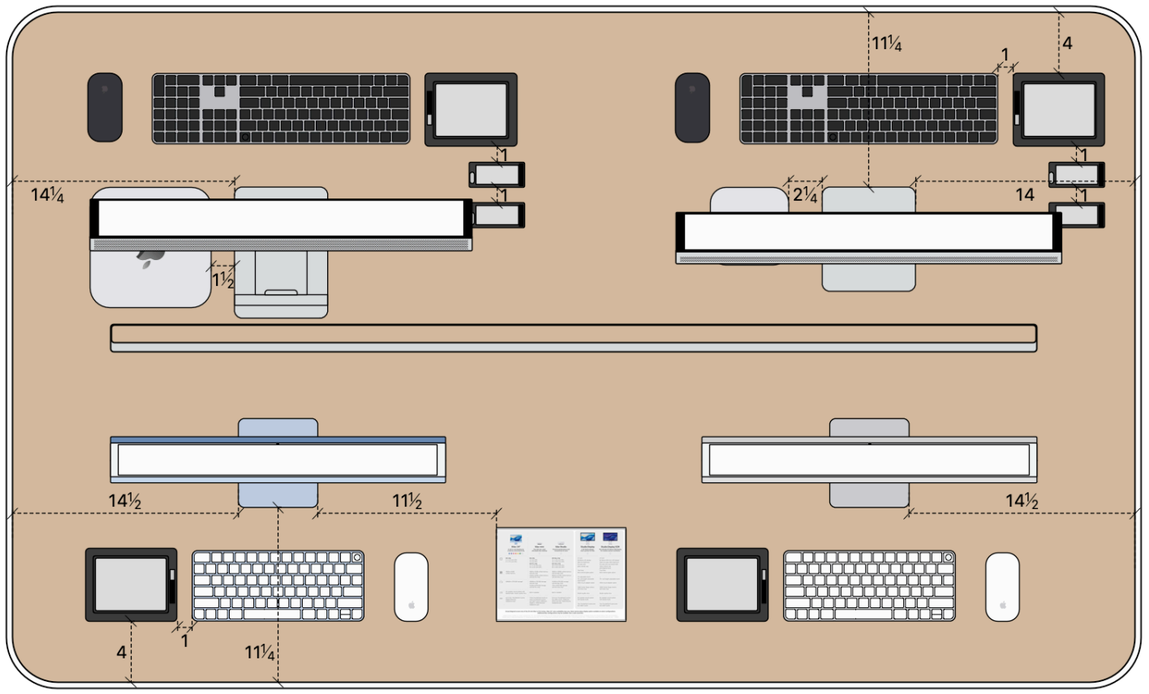
Studio Display XDR
silver
(M36)

Magic Mouse
silver/black

Mac mini
M4
silver
(M31)

Magic Keyboard with Touch ID and Numeric Keypad
silver/black

Studio Display
silver
(M35)



FRONT

iMac
M4
Four port
blue
(M28)

Desktop Sign
A5 Comparison
Angled Hollow

iMac
M4 Nano-Texture
Four port
silver
(M29)

Apple Shop 3.0 • Table • 1.85m • iPad + AirPods Max + HomePod mini • BBY • USA

NEW | *MOVE*

HomePod Sign
A5 Features
Angled Hollow

HomePod mini
midnight
(H12)

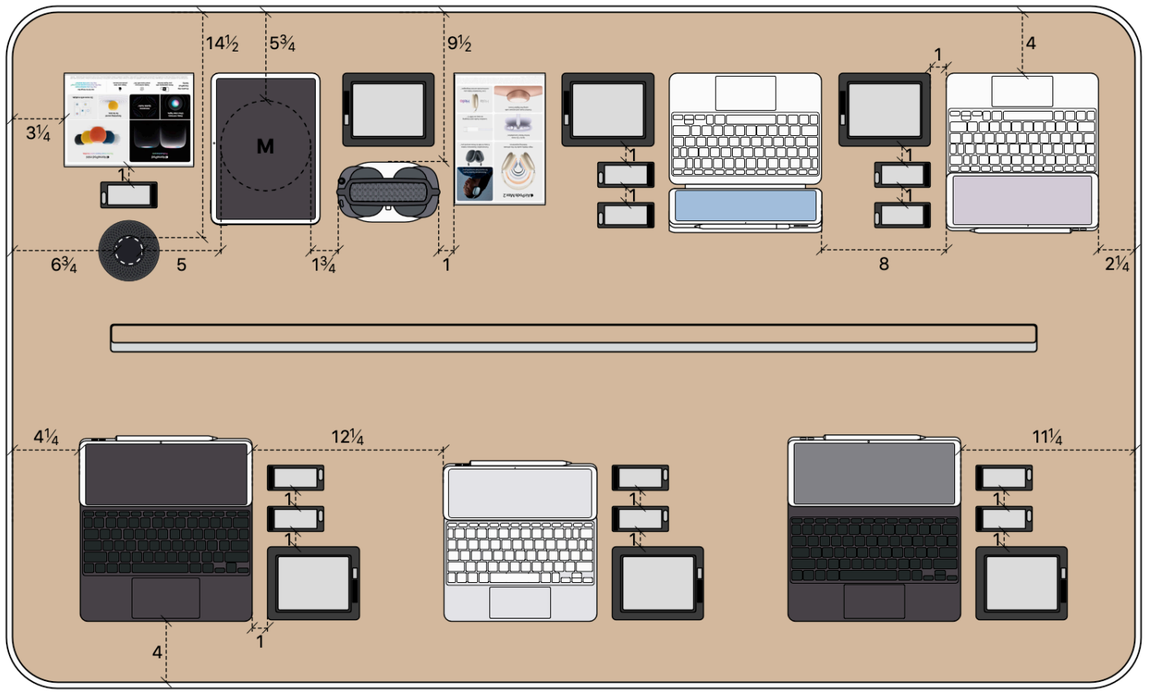
iPad Pro
11-inch M5
space black
(D85)

AirPods Max 2
midnight
(E20)

AirPods Max Sign
A5 Features
Angled Hollow

iPad A16
blue (D80)
with Magic Keyboard Folio
and Apple Pencil (USB-C)

iPad Air
11-inch M4
purple (D88)
with Magic Keyboard
for iPad Air 11-inch M4
white
and Apple Pencil Pro



FRONT

iPad Pro
13-inch M5
space black (D86)
with Magic Keyboard
for iPad Pro 13-inch M5
black
and Apple Pencil Pro

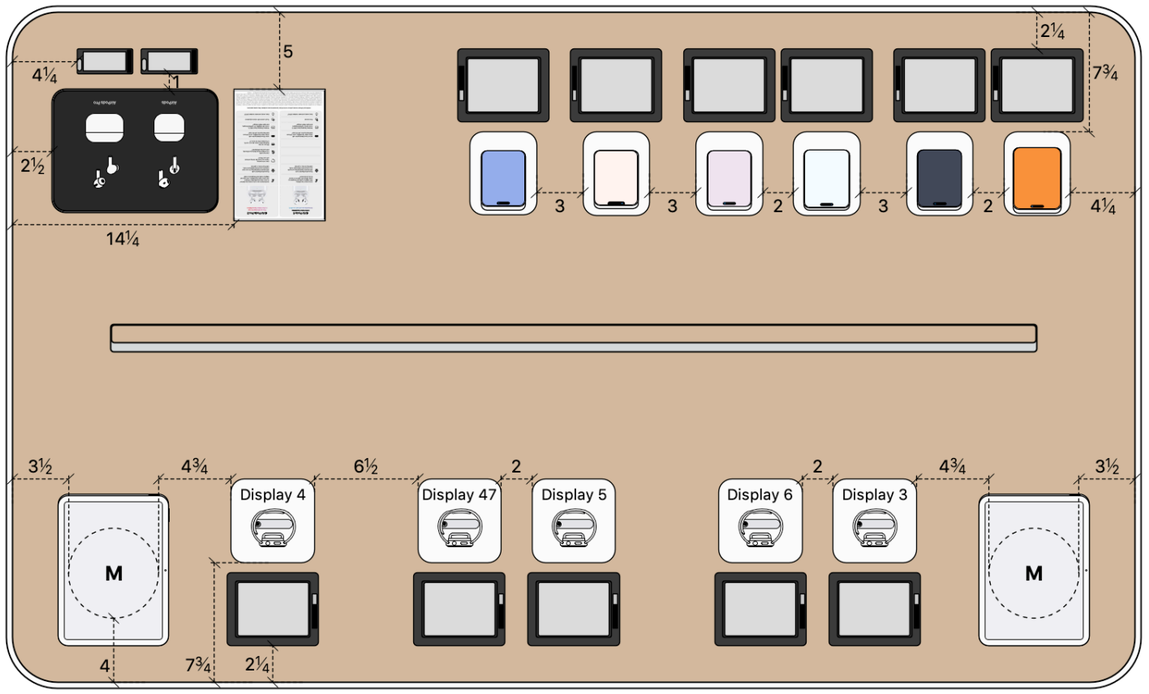
iPad Pro
11-inch M5
silver (D84)
with Magic Keyboard
for iPad Pro 11-inch M5
white
and Apple Pencil Pro

iPad Air
13-inch M4
space gray (D92)
with Magic Keyboard
for iPad Air 13-inch M4
black
and Apple Pencil Pro

Apple Shop 3.0 • Table • 1.85m • iPhone + Watch • BBY • USA

NEW | *MOVE*

AirPods Display 6 (E15)	**AirPods Sign** A5 Comparison Angled Hollow	**iPhone 16** ultramarine (C204)	**iPhone 17e** soft pink (C316)	**iPhone 17** lavender (C311)	**iPhone Air** sky blue (C307)	**iPhone 17 Pro** deep blue (C302)	**iPhone 17 Pro Max** cosmic orange (C306)



FRONT

Digital Sign Apple Watch	**Apple Watch Ultra 3** Touch and Try Display 4 49mm Black Titanium Case C with Black Ocean Band (GB69)	**Apple Watch** **Series 11** Touch and Try Display 47 46mm Space Gray Aluminum Case NC with Black Sport Band (GB61)	**Apple Watch** **Series 11** Touch and Try Display 5 42mm Rose Gold Aluminum Case NC with Light Blush Sport Band (GB62)	**Apple Watch SE 3** Touch and Try Display 6 44mm Midnight Aluminum Case NC with Midnight Sport Band (GB59)	**Apple Watch SE 3** Touch and Try Display 3 40mm Starlight Aluminum Case NC with Starlight Sport Band (GB58)	**Digital Sign** Apple Watch

Apple Shop 3.0 • Table • 1.85m • Notebooks • BBY • USA

NEW | MOVE

MacBook Neo Spotlight Mat
blush

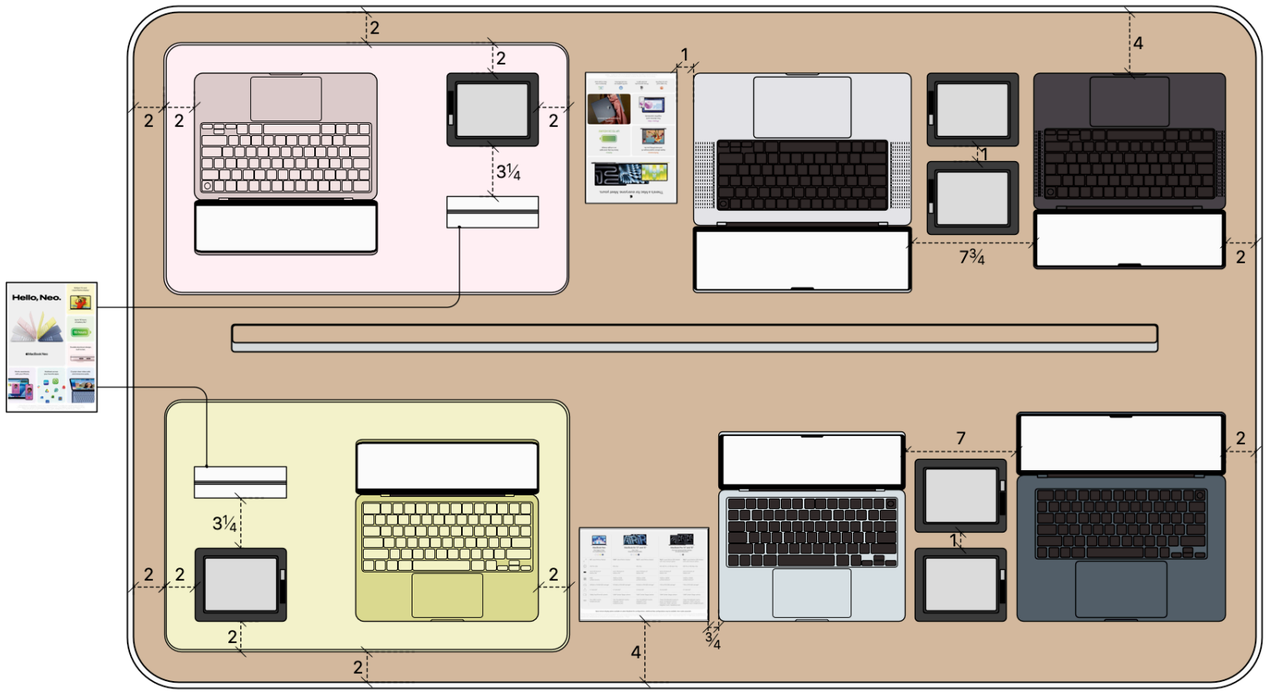
MacBook Neo
with Touch ID
blush
(N90)

MacBook Neo Sign
Front/Back
A5 Features

Mac Sign
A5 Features
Angled Hollow

MacBook Pro
16-inch M5 Pro
silver
(N74)

MacBook Pro
14-inch M5
space black
(N92)



FRONT

MacBook Neo Sign
Front/Back
A5 Features

MacBook Neo
citrus
(N87)

MacBook Neo Spotlight Mat
citrus

Notebook Sign
A5 Comparison
Angled Hollow

MacBook Air
13-inch M5
sky blue
(N76)

MacBook Air
15-inch M5
midnight
(N81)

Apple Shop 3.0 • Flex Wall • Apple TV • with HomePod • BBY • USA

NEW | ***MOVE***

(display Accessories in the order shown)

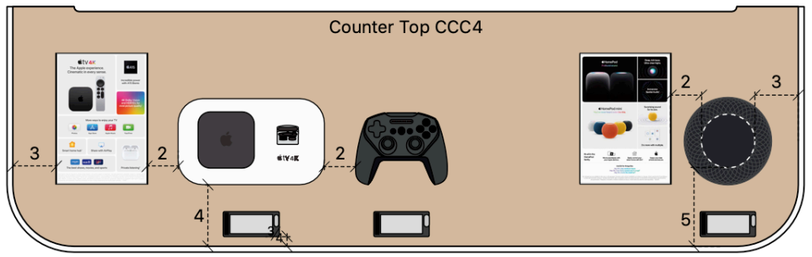
Apple TV Sign
A5 Features
Angled Hollow

Apple TV 4K
(3rd gen)
Wi-Fi + Ethernet
(T2)

SteelSeries Nimbus+ Wireless Gaming Controller

HomePod Sign
A5 Features
Angled Hollow

HomePod
midnight
(H10)



Top row:
Apple TV 4K (3rd gen) Wi-Fi + Ethernet (8 facings)
Bottom row:
HomePod (6 facings)

*non Siri countries merchandise Apple TV Remote

Product merchandising is the same on fixtures without price tickets (no PT), follow this same merchandising direction.

Refer to configuration for more details.